

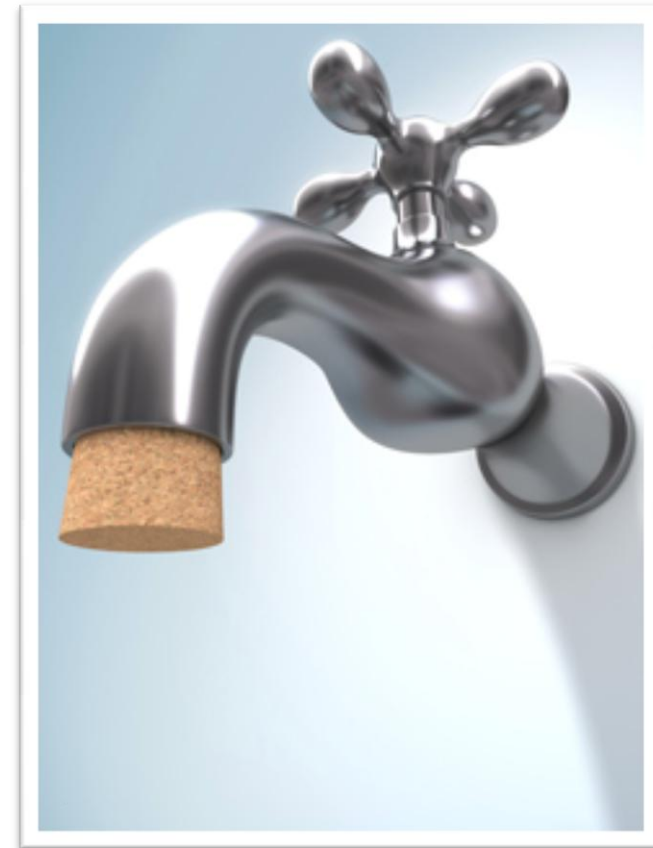
Comprehensive Water Conservation Program for South Florida

Progress Update

**Jesus Rodriguez, Water Conservation Officer
August 12, 2009
Human Resources & Outreach Committee**

Comprehensive Water Conservation Program

- Designed to:
 - Instill a permanent year-round conservation ethic
 - Bring about a permanent reduction in individual water use over the next decade
 - Build on and complement successful conservation initiatives at the local, state and national levels
 - Be adaptable and flexible



Program Components



- Regulatory Initiatives
- Voluntary & Incentive-based Initiatives
- Education & Marketing Initiatives

Regulatory Initiatives

STRATEGY: Require utilities to establish conservation plans with a numeric goal for water savings that is achievable.

STRATEGY: Maintain current irrigation requirements for new agriculture development.

- Enhanced water conservation planning in consumptive water use permits
- Simplified Conserve Florida Guide
- Data collection efforts initiated

Regulatory Initiatives

STRATEGY: Establish District-wide requirements for consistent, year-round landscape irrigation.

- Rule development to expand and improve the District's year-round landscape irrigation conservation measures
- Model year-round landscape ordinance developed
- Rule development under public review and comment; tentative date to go before Governing Board – October 2009



Voluntary Initiatives

STRATEGY: Reduce water use at District facilities.

Leading by Example:

- Outdoor water audits completed in May
- Building on water-use efficiencies already implemented
- Indoor water audits completed in June
- Detailed report of findings and recommendations to be completed in August



Voluntary Initiatives

STRATEGY: Use recognition programs to encourage conservation beyond regulatory requirements.

STRATEGY: Work with the Florida Department of Business and Professional Regulation, local governments and hospitality associations to improve water efficiency at restaurants and lodging establishments.



- Piloting Water CHAMP in the Florida Keys, Summer 2009
- Partnership with FKAA, GLEE, Monroe County TDC and local lodging associations
- Participants can save more than 20 gallons of water per occupied room per night



Voluntary Initiatives

STRATEGY: Work with contractors, state agencies and local governments to promote the use of best available water efficient technologies in new development.

- Executed agreement with SJRWMD to become an official partner for the Water Star program in FY09
- Collaborating and providing technical support for local builders and contractors
- Developed Retrofit Water Star criteria



Stewardship starts at home.



Voluntary and Incentive-Based Initiatives

STRATEGY: Collaborate with FDACS, UF-IFAS, federal agencies and the agriculture industry to implement agricultural water conservation programs and best management practices.

Partnerships: We can't do it alone...



Voluntary and Incentive-based Initiatives

STRATEGY: *Strengthen existing and identify new financial incentives for water conservation.*

A record 44 Water Savings Incentive Program (WaterSIP) projects funded in FY09!

- Estimated water savings of more than 550MGY

FY10 Improvements

- New performance tracking requirements for award recipients
- User-friendly



Education & Marketing Initiatives

STRATEGY: *Develop and implement an effective social marketing campaign that inspires an enduring water conservation ethic.*

The screenshot displays the website's header with the district's name and navigation links (Search, Contact, SFWMD Home, En Español). The main banner features a green leaf with a water droplet and the text: "Expanded role of **savewaterfl.com** as repository for educational tools/resources". Below the banner is a navigation bar with links: Home, Residents, Businesses, Agriculture, Utilities, Government, Teachers, News Media, and What We're Doing.

The content area is divided into several sections:

- In the News ►**: A new comprehensive Water Efficiency Resource Library website (accompanied by a coffee cup icon).
- Tell Us What You Think ►**: Comment on year-round irrigation limits. (accompanied by a water tap icon).
- Proposed Year-Round Water Conservation Measures ►**: Two-day per week irrigation will reduce overuse of water for irrigation, and stretch limited regional supplies.
- Comprehensive Water Conservation Program ►**: Instilling a water conservation ethic to preserve our shared regional water supply.

Below the text sections are three image-based links:

- Current Restrictions**: Image of a yellow garden hose with a nozzle.
- YardSmart Landscaping**: Image of two pink flamingos.
- More Water-Saving Tips**: Image of a black pop-up sprinkler head in a lawn.

The footer includes links for MyFlorida.com, Disclaimer, and User Survey.

Education & Marketing Initiatives

STRATEGY: Collaborate and coordinate with governments, non-governmental organizations and regional partners.

STRATEGY: Build on existing programs and initiatives to institute educational water conservation programs in public schools.

- Water Conservation Vendor Fair with more than 100 attendees
- WaterSense partner
- 138 Local Governments support Governor's *April is Water Conservation Month* Proclamation
- The Great Water Odyssey teacher training workshops in 14 counties



Outreach & Education Tools

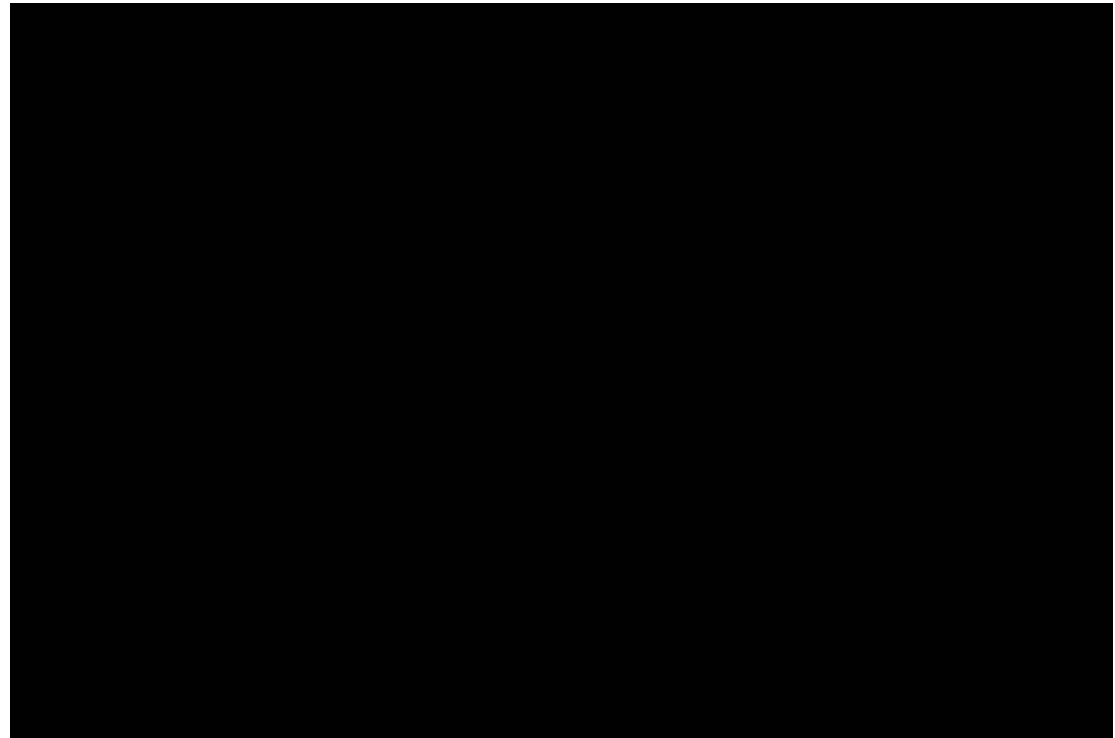
- Shower timers
- Reduce Your Use car magnets
- Rain gauges
- Restaurant *water-served-only-on-demand* cards



Education & Marketing Initiatives

STRATEGY: Develop and implement an effective social marketing campaign that inspires an enduring water conservation ethic.

- Radio PSAs
- Cinema Ads
- Television PSAs
- Airport Partnerships



Thank You!